

***Timothy Hendrick***  
***(Revised Spring 2013)***  
***(Additions in bold)***

***Education***

MA - COMMUNICATIONS (Brigham Young University, UT.)

B A - PSYCHOLOGY (Cal State Northridge, CA.)

Fellow - Salsburg Institute, (Salsburg, Austria)

***Teaching Experience***

**2004 – Present – San Jose State University** (Associate Professor, Advertising – School of Journalism and Mass Communications), Tenured - 2011

**Created, developed, implemented and manage an on-campus student advertising agency (DB&H Communications)**

**Have raised over \$25K as client fee charges (2011-2012)**

Head of Advertising Department, Assessed and revised advertising curriculum

Initiated Referendum proposal for increasing IRA funding for cost recovery of operating expenses of the Spartan Daily campus newspaper –

**Developed joint sales program with Bay Area Newspaper Group and 6 other Bay Area Schools for additional ad sales to college media.**

**Average SOTE scores 4.3**

**Faculty Adviser (Spartan Daily, Spartan Ad Club)**

**2002 – 2004 - San Jose State University** (Full Time Adjunct – School of Journalism & Mass Communications)

***Academic Accomplishments:***

**Spartan Daily Advertising/Business Faculty Advisor**

Developed budgets with a 35% reduction in Foundation funding

**Reviewed and selected new Spartan Daily printer – 17% reduction in costs**

Reorganized Staff leading to better profitability

20% Cutback in student staff positions (Advertising and Journalism)

20% cut in salaries of students, 30% reduction in Business Office staff

Reviewed and re-priced Spartan Daily rate card

Developed and implemented psychographic research study of student activities, which was incorporated into Spartan Daily rate card data

Increased National Advertising 12%, increased Local advertising on average 8% and that is with a new staff every semester.

Developed new sales training manuals, report structures and procedures for the sales staff, guidance with creative staff to develop ads for local retailers

Developed and negotiated Mercury News promotion on campus (1000 copies daily – 10 additional news stands)

**Ongoing relationship with Mercury News sales department for placement of students in intern programs (3 recent ad directors of Spartan Daily hired in sales, 4 in internships)**

**Investigated and incorporated new sales training materials from the Mercury News for Adv. 116**

Developed and implemented first program on any college campus of a cellular, editorial and advertising delivery program for the Spartan Daily newspaper

**2000 – 2002 San Jose State University (Part Time Adjunct – School of Journalism & Mass Communications)**

Taught Advertising classes

Served on School Marketing Committee

**SJSU Advertising Program – Teaching Experience:**

ADV 91 Introduction to Advertising (Fall 2000)

ADV 116 Spartan Daily Ad Staff (Spring 2003 – Present)

ADV 122 Business to Business Advertising (Fall 2001)

ADV 124 Advertising Copywriting (Spring 2001)

ADV 126 Advertising Media (Spring 2002 – Present)

ADV 128 Integrated Marketing Communications (Summer 2004 - Present)

MCON 260 Integrated Strategic Communications (Summer 2003, Spring 2002, Summer 2008 & 2009)

MCOM 199 – DB&H Communications Student Agency (2008- Present)

***Committees and School Service: (2003 – Present)***

***Board Governance Responsibilities***

**Appointed to President’s Strategic Planning Board for SJSU**

**Appointed to Provost’s Budget Advisory Task force**

**Chair of JMC endowment Committee**

**Met and presented to Russian Advertising Delegation**

**Met and presented to Chinese Communications Delegation**

**Taught 2 classes to Afghanistan Delegation, State Dept. Grant**

Negotiated and obtained research, media and creative materials from the advertising industry for SJSU library

Committee Member - Academic Senate –Organization and Government Committee

Committee Member Spartan Daily 70<sup>th</sup> Reunion – Developed 16 page Commemorative insert for Spartan Daily, totally paid for by advertising sales

Committee Member - School of Journalism and Mass Communications Marketing

Committee Member - School of Journalism and Mass Communications Curriculum

Committee Member - School of Journalism and Mass Communications Personnel

Committee Member CNBAM (College Newspaper Business/Ad Manager Association)

Member CNAEA (California Newspaper Advertising Executives Association)

Committee Member - SJSU 150<sup>th</sup> celebration

Committee Member - CEED Diversity (CASA)

Committee Member - University Recruitment

**Have arranged for 12 adjunct/lecturers in Advertising Program**

**Coached National winning advertising team Chevrolet (2012 & 2010)**

**Coached National winning advertising team (Mountain Dew-Whiteout - \$250K) that resulted in national press and recognition of our School and President.**

**Coached 11 students to win MAIP (diversity) national Scholarships (\$10,000/ea.) and they have spent the summer working in National Advertising Agencies across the country**

**Coach AAF Student competition each year**

I have placed interns and new hires in various Advertising Agencies and media companies:

Deutsch  
Goodby & Silverstein – SF (Fall 2003)  
JWT – San Jose (Fall 2004 - 2008)  
Stevens Group (Spring 2002 - Present)  
Beck Interactive (Summer 2004 - Present)  
McCann (Summer 2005 – Present)  
Purematter, San Jose  
Commcas (Fall 2004 - Present)  
Empire Broadcasting (Fall 2003 - Present)  
Mercury News (Fall 2002 - Present)  
Univision Television (Spring 2005 – Present)  
KBAY/KEZR radio (Spring 2006 – Present)  
Wave Magazine (Fall 2006)  
Ringling Brothers Circus (2005)  
McCann Erickson Advertising  
Butler, Shine and Stern

Coached winner of the ‘Donald Trump Celebrity Apprentice’ National advertising contest

Co-coached Chevy Super Bowl Advertising Team – Second Place Nationally 2007

Have instigated and facilitated over 16 students winning major Advertising Industry and Academic scholarships and special competitive internships across the country 2006-2009  
Coordinated and facilitated agency visit (Grey Advertising, Beijing, China) by School of Journalism & Mass Communications, overseas student tour, ‘Mass Media, Adversity and Propaganda’, July 2004

Arranged Convocation Speakers – Advertising - (Spring 2002, Fall 2004, **Dec 2010**)

### ***‘Other’ Teaching Experience***

**Academy of Art - San Francisco** (Fall 2002)

Bus 240 – Undergraduate class - International Business

**San Jose State University (Professional Development)**

Integrated Marketing Communications (Spring 2002)

Copywriting (Fall 2002)

Retail Advertising (Summer 2005)

### ***Papers, Seminars, Grants, Book Reviews, Article Inclusions***

*Presented a paper at the Western Social Science Association (Reno – 10/10) on ‘The Education of the Next Generation of Communications Professionals’*

*Innovative Marketing – Article submitted and accepted Dec. 2010 issue on ‘Teaching Competitiveness in Advertising’*

*Presenting ‘The College Market’ demographics and psychographics to the entire sales force of BANG – Santa Cruz – 8/10*

American Academy of Advertising - Article submitted and accepted (Dec 2009 issue) on starting a student communications agency.

Co-wrote a case study/media plan (FedEx) with a student that was accepted in a media textbook  
I won 'Editors Choice' Winemakers Magazine for a wine label that I designed

Seminar on 'Selling Retail Advertising to Ad Agencies' – presented to senior sales staff of the Mercury News

Wrote and received a \$1500 grant to develop a new class on Presentation Skills for an adjunct faculty.

*Received a \$2400.00 grant for operations of student communications agency (DB&H Communications)*

International Public Relations Research Conference ('Communications within Starbucks')  
presented paper 2006

Co-Research on 'Product Placement in Top 10 Movies of Past 5 Years' – accepted by AEJMC

Presented seminar at ACP (Associated Collegiate Press) 'Improving the Bottom Line'

CNBAM (Client Service seminars related to College Newspapers) March 2008 - 2010

CCMA (Seminars on Increasing Business with Local Retailers) March 2008 – 2010

Created and presented seminar on College Newspapers for JACC (Journalism Association of Community Colleges)

### **Book Review – Deconstruct Ads in Order to Build Better Advertising**

Book Review – The Brains Behind Great Ad Campaigns

Book Review – Critical Digital Advertising

Book Review – How to Write Killer Copy: The Ad Copywriting Arsenal

Book Review – Selling Electronic Media

Book Review – New Media and Advertising: Issues and Perspectives

ACP (Associated Collegiate Press National Convention) (Seminars on Managing your Ad Staff, Local Advertising) February 2008

Wrote a grant request - (NAA – Newspaper Association of America - \$1600.) and was granted funding to send Spartan Daily Ad Director to CNBAM conference for additional sales training  
Santa Clara County Information Officers (Seminars on the Internet)

Have applied for summer 2008 fellowship – visiting professor – Google/Yahoo through the AEF (Advertising Education Foundation)

### **Article Inclusions**

San Jose Mercury News, numerous times,

Wall Street Journal

USA Today

KNTV Bay Area Television

KLIV Radio

KNX Radio

KPIX Television

Spartan Daily

SJSU Update news

## ***Professional Service that Benefits JMC and SJSU***

### **Sitting Board Positions: (University Related and Industry Boards of Directors)**

#### **American Advertising Federation (District 14) VP Secretary**

**2012 – Present**

**Responsible for advertising industry events/coordination, and putting on an industry regional conference every 3 years.**

#### **Silicon Valley Advertising Club (A division of AAF) – *President 2008-2009***

**2004 – Present, VP Education**

The Silicon Valley Ad Club is comprised of over 450 members all professionals in the advertising and media community. (Also coordinator Ad 2 - a new industry club for students who have graduated to ease them into the Advertising Industry)

Developed series of seminars for the industry and students, Students through the Spartan ad club also are invited to get involved and network with industry professionals.

#### **Morgan Hill Community Partnership – Chairman**

**2011 – Present**

A 501C3 community non-profit dedicated to the education of small businesses

#### **California College Media Association (CCMA) – *VP Board Member***

**2005 – Present**

Responsible for Advertising and Editorial training for college newspaper staffs through out the State of California

#### **Alloy Marketing and Media – Advisory Board Member**

**2009 – 2011**

Alloy is the major marketing arm/sales rep for the student media industry working with the advertising industry on sales and programs to reach this market. It gains JMC additional advertising for the Spartan Daily and exposes our programs to the industry.

#### **Morgan Hill Chamber of Commerce - *Chairman of the Board 2009***

2001 - 2009

The MHCC is comprised of over 600 small independent businesses in South Santa Clara County. The Chamber works with them with training programs and to help insure profitability.

Chair – Economic Development Committee

Co Chair – Tourism Committee

Chair – ‘Taste of Morgan Hill’ Event Marketing

Advertising account was given to DB&H Communications as a continuing client

#### **Bay Area News Group (Mercury News)**

**Initiating an advertising program that I developed that they can offer to their readers to reach the college market. Have coordinated with Cal, Stanford, SF State, Cal State Hayward, UC Santa Cruz and Santa Clara Universities**

## **Community Service**

### **SVAMA (Silicon Valley American Marketing Association) - VP MarCom**

2001- 2006

The Silicon Valley American Marketing Association (SVAMA) is the Source for Silicon Valley marketers, delivering career development, education and networking opportunities to advance marketing excellence in the local business community. With over 1000 members it is the largest business marketing organization in Northern California.

### **South County Day Worker Center - VP Marketing/Communications**

2002 - 2005

A non-profit organization for Santa Clara County, developing a meeting and learning center for immigrant day workers who have typically congregated on street corners looking for work. It has both the financial and administrative support of the City of Morgan Hill and the local Catholic Diocese.

## **Advertising Industry Activities and Involvement**

**Initiated and accomplished National sponsorships (\$15K/ea.) (Cisco and BANG) for the American Advertising Federation resulting in local involvement in the student programs and local ad club activities**

**- Organized Regional judging of Advertising Industry Creative Awards (Addys) at San Jose State – involving students and faculty (2/10)**

- Seminar on Integrated Marketing Communications - Santa Clara County Information Officers

- Panelist on Business to Business Advertising Forum (Integrating your Marketing Communications) - sponsored by Cisco Networking - 2004

- Panelist on Product Launch Strategies Forum - sponsored by Network Appliance - 2004

- Creative Judge and Presenter Beacon Awards (BMA - Business Marketing Association) - 2004

- Attendee AAF (American Advertising Federation) conference – 2004 - 2008

- Presenter/attendee CNBAM (College Newspaper Business/Advertising Manager Assoc)

2004 – **2010**

- Seminars on:

o **‘Improving the Bottom Line’**

o Retail Advertising and Communications

o ‘Managing your College Newspaper’

o ‘Dealing with Difficult Clients’

- Coordinator of Regional Advertising Industry Creative Awards (ADDYS)

- Arranged judges and judging facilities

- Organized student involvement for actual Industry presentation event

**- Instigated 2 - \$1000 - College Advertising Scholarship program for AAF Silicon Valley Advertising Club – 2 SJSU students won**

## *Professional Experience*

### **1999 – 2002 JWT TECHNOLOGY (San Jose) VP Director Account Services**

Responsible for agency client relationships and operations, strategic planning, media and profitability, (23% on \$50MM). Managed partnerships of all agency International relationships for global clients, Business-to-Business, Consumer, Internet, Startup clients included. Brand Strategy/Positioning - Networking - Retail Software (Roxio) – Software Tools - Data Warehousing (NCR) - Middleware (Trilogy) - Internet Portals – Dot Coms – Semiconductors (Cypress) - ECommerce – Storage (Net App) -Video Games (Namco) - Enterprise, Sales, Marketing, Project Software

### **1994 – 1999 BOZELL/POPPE TYSON (Mountain View) SVP, Sr. Partner, Client Services**

Responsible for all agency client operations, strategic planning and profitability (17% on \$52mm). New business development gains of over \$25mm. Integrated internet/on-line services and account planning function for agency. Managed global relationships for both client and agency partners. Business to business, consumer, Internet, startup and large corporate clients included. Computers (Toshiba, Gateway) - Web development (Netscape, others) - Networking (3Com) - Semiconductors (Siemens, Cirrus) – Data management (Oracle)-Internet Portals (LookSmart) - PC/Video Games (EA, Sony) - Middleware (Siebel) - Enterprise Software – Telco's (Rhythms, SAVAS - NSP)- Internet Banking (Wells Fargo)- Storage (HP, Meridian) - Dot Coms (Insweb, others) – ECommerce (Big Step, others)

### **1992 - 1994 AUSTIN ASSOCIATES (San Jose) SVP Director Client and Account Services**

Responsible for development, service and operations of all business-to-business and consumer accounts. Oversaw strategic planning with overall P & L responsibility. Led new business/sales development. Maxtor (Disc Drives), Force (Embedded Systems), Cascade (Design Automation), QLogic (SCSI Connectors), Mitsumi (Peripherals), Applied Materials (Wafer Manufacturing), Wiltron (Telco test), Ungermann-Bass (Networking products), System Software Associates (Manufacturing Software), Cupertino National Bank, Dolch (Multi-media computers), Sierra (Semiconductors)

### **1990 - 1992 BBDO (Los Angeles) Senior VP Group Account Director**

Responsible for successful turn around and reorganizing an \$18 MM account (4 divisions) with a loss of (-\$400K to +23%). Increased mkt. share 4%. Completed initial product and distribution analysis (Apple, new product). Led agency account management group. Negotiated contracts. Supervised multiple staff (18). Developed training programs (account/client service and operations). Team leader, new business/sales development. Pioneer (Consumer Electronics), Apple, WTBS (Entertainment), ECO (Environmental), EDC (Economic Development Corp.), CMSI (Ca. Museum of Science and Industry)

### **1987 - 1990 BOZELL INC. (Los Angeles) VP Management Supervisor, VP Pacific Rim**

Oversaw client advertising and PR/promotion programs. Profitable (17%) on over \$15 million of business. Also responsible for developing and implementing a Pacific Rim business development division with first year gains of \$4 MM along with additional agency new business gains of over \$5 million. Negotiated contracts. Co-led organization/restructuring programs. Developed agency wide account/client management training programs. Clients: Sega (Video Games), Clarion (Auto Sound), Avis (Rent-A-cars), Asics (Sport Shoes), CMSI, Weider (Fitness), Samsung (global consumer electronics)

**1983 - 1987 MARSTELLER INC. (Los Angeles) VP Management Supervisor**

Developed and implemented client Public Relations, Advertising and Promotion programs. Directly responsible for (\$10MM billings). Clients: Gallo (wine), Packard Bell (Computers), Columbia Pictures (TV promotions), Culligan (Water), Alfa-Romeo, Peugeot, Mark C. Bloome (Tires), Basic-4 (Computers), Rusco (Security), Farr (Filters), Clarion (Auto Sound), Kenwood (Electronics), Club Universe (Travel), Komatsu (Forklift), Cosina (Cameras), Harada Inc., Toshiba (Retail stores)

**- 1983 CRAIG CORP. (Los Angeles) Corporate Director Marketing and Communications**

Consumer Electronics: Increased market share to #1 (26%) in 2 years. Responsible for all trade and consumer communications, Ad, PR, Design, Promotions, Newsletters, Collateral, Trade shows) for the #1 consumer electronics (audio & business products) manufacturer. Won major creative/promotion awards. First to develop and sponsor network television specials for the industry. Negotiated contracts & endorsements. Worked hand in hand with multi-level distribution channels. Implemented sales and merchandising programs with channel/retail and direct sales force.